



**Critter Creek
Farm Sanctuary
Impact Report
2022**

Who We Are

Our Mission

Critter Creek Farm Sanctuary's mission is to promote compassion for farmed animals through rescue and outreach.

Our Vision

We envision a world in which animal cruelty is a thing of the distant past. We won't stop giving a voice to the voiceless until this vision comes to fruition.

Our History

Founded in 2016 by Dr. Erin Amerman and Dr. Chris Amerman, in three short years CCFS grew to become the largest bovine sanctuary in the United States. CCFS has two facilities totaling 415 acres that house 211 rescued animal residents and a wildlife refuge. With our ever-growing social media accounts, frequent media features, and popular monthly "Farmers Moo-kets," CCFS reaches thousands of people per month with our message of compassion.

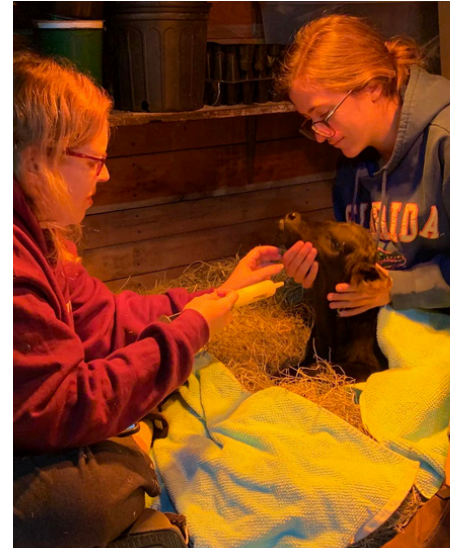


A message from our President

Mo was born prematurely one cold evening.

In 2021, CCFS took in a herd of 40 severely neglected cows from Sunrise, Florida. Upon their arrival, we learned that 10 of the 40 cows were pregnant. Our 40-cow rescue instantly became a 50-cow rescue.

One unseasonably cold evening in November of 2021, Chris and I did an evening baby check. We didn't usually do evening checks, but it was by far the coldest night of the year, so we figured it was better to be safe. As we drove out into the field, we caught sight of Celeste, one of the pregnant cows. Next to her was what looked to be a very large cow patty. But then, the cow patty moved. What first appeared to be an exceptionally large cow patty turned out to be an exceptionally small baby. Celeste wasn't due until January. This meant something was very wrong.



Mo gets urgent care under a heat lamp.

At that point, I had to do the most heartbreaking thing I've done since starting the sanctuary: I had to take Celeste's baby away from her. Celeste is an older cow, and she has likely lost many babies to human hands. I will never forget the look of utter defeat and betrayal on her face as I drove away with her tiny baby.

The baby was in rough shape. He was about two months premature, he couldn't stand on his own, and his initial temperature was so low the thermometer couldn't register it. But we sensed that he had a fighting spirit, so we named him Muhammad Ali, or Mo for short.

Mo's name proved to be prophetic, because he was indeed a fighter. By day 2, he was able to stand. By day 3, he took his first steps. Within a week, he was back with Celeste. By February of 2022, they were both strong enough to rejoin the Sunrise herd.

Because of your support, Mo received the care he needed. And in 2022, he is happy, growing, and thriving.

Being born in a sanctuary setting and having access to immediate, specialized care saved Mo's life. And that care was made possible by you. We are so thankful for each and every one of you who made Mo's success story--and countless other such stories possible. Thank you, truly.

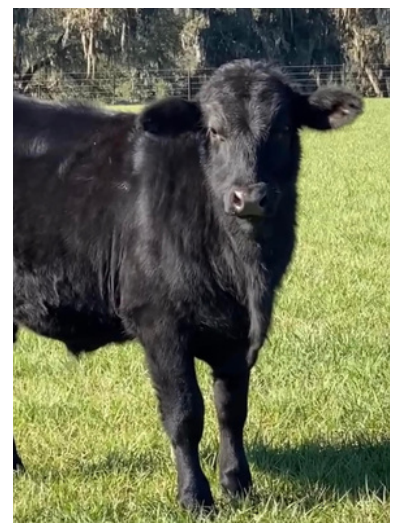


For the animals,
Erin Amerman

Erin Amerman,
President and Founder



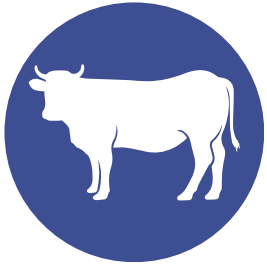
Tiny Mo in November of 2021.



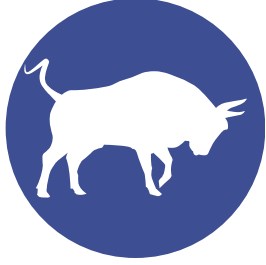
Thriving Mo in November of 2022.

Animal Rescue Impact

CCFS is home to 211 animals who had nowhere else to go.



154 cows



1 beefalo



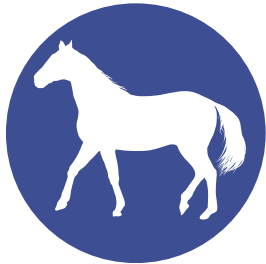
1 bison



1 water buffalo



21 pigs



10 horses



10 donkeys



2 turkeys



4 dogs

Meet some of our new 2022 residents:



Vincent

Vincent van Moo was found in south Florida after having been mauled by dogs. After some minor surgery--during which he lost his ear--he now spends his days grazing to his heart's content.



Oklahoma Family

We welcomed a three generation family: Maia, Gretchen, and Serafina. The trio hails from a former cattle ranch in Oklahoma. Happily, this family unit will remain together for the rest of their lives.



Potato

Potato saved his life by jumping off a factory farm transport truck in North Carolina. This happy boy now spends his days with his best friend Noodle, lounging in mud puddles and getting belly rubs.

Rescue Highlight: The Sunrise Moos, one year later

A herd of 40 cows had been left to starve to death in Sunrise, Florida. CCFS took the entire herd in 2021. A year later, they are thriving.

When they arrived, the Sunrise moos were skinny, unhealthy, and terrified. Today, they are calm, content, and healthy! And 10 Sunrise moos arrived to us pregnant. All 10 babies are healthy and will spend the rest of their lives with their mamas.



←
2021



2022
→



←
**Dawn
before**

**Dawn
after**
→

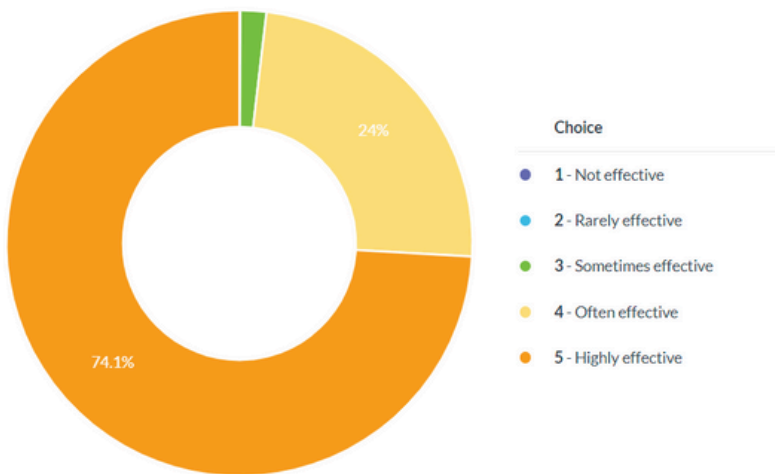


Of all the Sunrise moos, Dawn was the most emaciated. Her coat and eyes were dull, and she had lost the will to live. One year later, she is happy, shiny, and pleasantly plump!

Outreach Impact

In 2022, CCFS reached over 100,000 followers on social media and was part of 12 outreach events.

Please rank the effectiveness of Critter Creek Farm Sanctuary's social media storytelling.
Rating



Much of Critter Creek's outreach takes place on social media, as it allows us to reach an ever-expanding global audience. Capitalizing on founder Erin Amerman's career as an author, CCFS has developed a storytelling posting style with a unique idiolect. This style has proven to be powerful. Indeed, in a 2022 survey, 98% of respondents rated CCFS' social media outreach as either "highly effective" or "often effective."

Outreach Type	Details
Events Hosted at the Sanctuary	Hosted the following events at the sanctuary with over 2000 guests total: <ul style="list-style-type: none">• 7 Farmers Moo-kets• 1 bicycle race• 1 5K foot race• 26 private tours/private parties• 9 volunteer days
Print, Digital, and Television Media	Featured in print, digital, and television media stories, including Vegan Linked YouTube channel, a documentarian, and local news.
Social Media	Social media accounts continued to grow rapidly in 2022: <ul style="list-style-type: none">• Instagram account reached 40,000 followers.• Facebook account reached over 60,000 followers.• TikTok account reached 5,000 followers.

"I am working towards a fully vegan lifestyle thanks to you. You have opened my eyes and made me truly see what happens in this world."

Outreach Highlight: Farmers Moo-kets Continue to Grow

Seven Farmers Moo-kets brought over 4000 guests to the sanctuary.

Critter Creek's Farmers Moo-kets have become a local phenomenon! Our Moo-kets average 700-1200 guests from around the state. Guests come to enjoy time with the animals, plant-based foods from 15+ vegan food vendors, and products from local artists and craftspeople. Our October Moo-ket surpassed 1500 guests and our parking lot overflowed for the first time!



"The farmers mookets are the best! You are changing ppl one person at a time."



Financial Data

Income		Expenses	
Monetary Donations	\$417,169	Animal Feed	\$187,359
Private Tours	\$5,400	Employee and Independent Contractor Salaries	\$207,762
Farmers Moo-kets	\$7,526	Veterinary Care	\$30,887
Hay Donations	\$70,000	Gas, Insurance, and Miscellaneous Expenses	\$19,643
Total	\$500,095	Property Taxes	\$14,891
		Total	\$473,469



Thank You!

Thank you to all our donors and volunteers! This was all possible because of your support!



A special thank you to:

- The Karuna Foundation
- Southern Florida Farmed Animal Transition, Inc.
- Farm Sanctuary
- Hadley Charitable Annuity Trust

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